



# Values Guide for Community Groups

**What's important to you as a community group?**

**Values are the things that are important to us as individuals and as members of groups such as local clubs, youth groups, women's groups, sports clubs, volunteer groups.**

World Values Day challenges us to think about our most important values and to act on them. **This year the focus is on putting our values into action.**

By putting them into action each and every day we can change ourselves, the groups we belong to and the whole world for the better.

This is the World Values Day call to action!

**World Values Day – 15th October 2020**

**[www.worldvaluesday.com](http://www.worldvaluesday.com)**

**#WorldValuesDay**

## 1. What are Values?

Values are the things that are important to us, the foundation of our lives. They guide our choices and behaviours and influence our emotions.

Values are what make us who we are. They are the compass guiding everything we do - our choices and our actions. When we lose touch with that compass, we can take the wrong turn. It's the same for our families, for organisations, and for the various more informal groups that many of us belong to. And it's also the same for the communities we belong to. Our values show us the way.

Values are at the heart of all groups of every kind. They are the glue that binds them together. Values define their culture, the way they operate and the impact they have on their communities and the world. They motivate groups, guide them, keep them focused and on track.

Values are powerful! They are the foundation for the collective wellbeing of groups of every kind, and for their communities.



## 2. Why are Values so important?

Whatever kind of group we belong to, whether it is a club, a youth group, a group of volunteers, or maybe a group of friends getting together regularly to share a common interest, it will be based on values. But often those values are held unconsciously, or taken for granted and forgotten about.

If a group is not clear about what values hold them together and motivates them to do what they do together, it will be prone to aimlessness, lack of direction, lack of motivation. They will struggle to attract and retain members, make good decisions, and agree effective priorities and goals.

Individual members of community groups whose personal values are not in alignment with their experience as part of the group, are likely to suffer from anxiety and stress, affecting their motivation, productivity, and mental health.

Groups who don't consistently practice their values will be less able to stand the stresses and strains that affect any group of individuals who spend time with each other. Whether it's tackling external problems or internal disputes, or planning ahead, or getting things done - everything is more difficult without commonly held values to rely upon.

Groups that are clear about their values, where those values are aligned with their members' values, and where people makes a consistent effort to practice those values, will tend to produce a culture of individual and collective wellbeing, which is collaborative, resilient, and effective, with members who are well motivated, happy and productive.

### 3. Can Values really change the world?

We can all sometimes forget our values or just ignore them – often when we need them most. Then we find ourselves somewhere we really don't want to be. This is as true for groups as it is for individuals.

But there is a wider impact when individuals and groups forget their values. If those values are not lived to the full in our lives, at home, at work, in our groups and in the community, then our communities won't live those values either and our individual and collective wellbeing will suffer. If our communities don't reflect our values, then the wider world won't reflect them either and its wellbeing will suffer. It won't be a world we want to live in, where we can be fulfilled and happy.

So if we want to change for the better our own lives, our families lives, the groups we are involved in and the communities we live in, so ultimately changing the world itself, then we have to change the behaviours that currently create the problems in our world. And the only way to do that is for all of us to live our values to the full every day in everything we do.



#### 4. Our group doesn't have official Values. How do we go about identifying them?

Here is one way to find your values and decide which are the most important ones that you **would like to see** in your group, (these will not necessarily be the same ones that you see there now). Try to get as many of you as possible take part in this exercise.

Each person should have a copy of the list on the next page and follow these simple instructions.

Reflect first about the activities you all normally take part in, and what it looks like when it goes well and what it looks like when it sometimes doesn't go so well.

Then look down the list and tick the box opposite the 10 words in the following table that best describe the values that you consider need to be reflected in your group to support its success.

Once you have selected 10, then you should next reduce these to your top 5. This two-step process will help you to appreciate how some values may be more essential to you than others. Then put the 5 values in order of importance from 1 to 5, with 1 being the value which is most important to you.

Collect the lists from everyone and by adding up the number of times a value is included in participants' "Top 5", you will identify the overall top 5 values voted as most important values for the group. This way of identifying the group's core values should ensure that the group's values are aligned with those of its members, and that the members "buy into" the values of the group and really take them to heart.

## Group Values

acceptance		creativity		initiative		respect	
accessibility		dependability		innovation		responsibility	
accountability		democracy		integrity		reward	
achievement		development				safety	
adaptability		diversity		justice		security	
appreciation		efficiency		kindness		sense of purpose	
authenticity		empowerment		leadership		service	
awareness		enthusiasm		learning		simplicity	
beauty		environmental awareness		listening		social responsibility	
calmness		equality		loyalty		success	
caution		ethics		making a difference		support	
caring		excellence		openness		teamwork	
celebration		fairness		order		trust	
challenge		financial stability		partnership		truth	
cleanliness		forgiveness		patience		variety	
coaching/mentoring		freedom		perseverance		wellbeing	
collaboration		fun		positivity		willingness	
commitment		growth		pride		wisdom	
community involvement		harmony		productivity		willingness	
competence		helpfulness		professionalism		add here*	
continuous improvement		inclusivity		quality		add here*	
contribution to society		independence		recognition		add here*	
cooperation		sharing		reliability		add here*	

\* If a value is important to you and it is not on the list, add it here.

- The most important values: 1.....  
 2.....  
 3.....  
 4.....  
 5.....



## 5. Now put those values into action to enhance the wellbeing of your group!

You are now ready to put one of your most important values into action to sustain and improve the wellbeing of your group and the individual members of your group.

First you will need to devise a plan of action. Try to agree one action that you can all take that will make a positive change to your individual and collective wellbeing.

A convenient way to do this is to use the ready-made workshop materials of the **Values Challenge for Community Groups**. It lasts an hour, is simple to run and we have had great feedback in previous years from all kinds of groups and organisations, big and small. To get the Values Challenge for Community Groups free resource pack including a Facilitator Manual and set of slides to use in the session, click the Take the Challenge button on [this page](#) on the World Values Day website.

However, if you prefer to do your own thing then that's fine too. For some community groups an intensive one-hour session like the Values Challenge may not be the best approach. It may for instance be difficult to get your group together for a whole hour, or you may just feel a more informal approach may suit the group better. In that case get as many of your group together as you can, and focus on these key steps:

- decide which of your group's top values is most important for your group and your local community;
- think about how you can put that value into action to benefit your group and of the whole community as simple, effective and quick a way as possible; keep it as simple but try to get as much "buy-in" as possible across the whole group;
- THEN GO AND DO IT! Don't be too serious – have fun.

Whichever way you approach your planning, here are some ideas you may like to think about as you make your plan.

For example, if the chosen value is **Teamwork, Responsibility, Making a Difference** or **Respect** (for the environment), you might think about



tidying and cleaning a local play area or park, or a campaign to clean up a local litter black spot. You could “adopt” a local public monument, spruce it up and keep it clean (check with the local council first).

Are there local charities that would welcome your help? Perhaps a foodbank would appreciate it if you collected dried and tinned food for them. Or maybe in your group you have particular skills and expertise that might make a big difference to a charity.

If the value is **Caring** or **Creativity** you could consider adopting a local retirement home and get talking to the residents, maybe doing a short performance of a song or skit, or maybe reading them poems and short stories. It will be good for their wellbeing and yours.

Or if the value is **Collaboration, Diversity, Fun** or **Harmony** or you could organise a “**values walk**” in your local area where not only members of your own group but other local groups and organisations could take part. Maybe including those who otherwise don’t get out so much such as those who are inform or have disabilities of health or age. And all kinds of local community groups might want to express their support and solidarity by taking part, as well as improving their own wellbeing. There could be T-shirts, songs, balloons, and lots of fun.

If the chosen value is **Kindness** or **Making a Difference** you could all decide to perform at least one unexpected act of kindness each day to a someone outside the group. You could each do this individually, keeping the rest of the group informed. Or you could do it as a group, maybe not every day but meeting up to do something say once a week or once a month.

If none of these work for your group, take some time to really notice how things go in your community. Spot something that could be improved and suggest to your friends and neighbours that you work together to find a solution – it could be as simple as seeing that certain people in your street struggle to get their wheelie bins to the kerb for collection or are out of the house all day so their bins get left for hours blocking the pavement.... With a bit of cooperation these kinds of problems can be solved.



You could do some research in your place of work or study to find out what problems people are encountering that they would like help with. Mobilise the collective wisdom of your team to solve those problems or just help everyone cope with them better.

Whatever action you decide to do, the main thing is to get everyone committed to doing it. Also it is good to discuss what you did afterwards with all your colleagues, noticing the impact of the action on the wellbeing of the recipients and yourselves, and reflect on how putting the value into action in this way has helped to embed the value in the life of the group and its members.

## **6. Then please share what you have done**

Please do share your experience of the Values Challenge with the world – the value you chose, what action you all decided to take, and how the action went - by posting on Facebook, Twitter, LinkedIn or Instagram, use #WorldValuesDay or email us at [info@worldvaluesday.com](mailto:info@worldvaluesday.com) Use words, photos, video clips. Whatever works best for your group.

Find us on Facebook [www.facebook.com/ValuesDay](http://www.facebook.com/ValuesDay)

Find us on Twitter [www.twitter.com/ValuesDay](http://www.twitter.com/ValuesDay)

Find us on Instagram [www.instagram.com/valuesday/](http://www.instagram.com/valuesday/)

Find us on YouTube <http://bit.ly/2uANxYp>

To help you do this download the [‘We Value’ Template](#) on our website and fill in your chosen value and the action taken, and then use it in a group selfie.

Share what you’ve done with the world! Let’s do this together!





**Why not join us in other World Values Day activities?  
Many groups as well as individuals from all around  
the world will be taking part too.**

**Please have a look at the many values-related events  
and activities that will be taking place from 1<sup>st</sup>  
October right up to World Values Day  
on 15th October 2020 on our website:  
<https://www.worldvaluesday.com/events-and-activities/>**

**Get involved!**

**#WorldValuesDay**

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